

COMMUNITY DESIGN ELEMENT

INTRODUCTION

Temecula has a rich tradition and an outstanding natural environmental setting. Physical development can enhance this character or it can negatively affect it. Community design objectives define how we perceive the community, what we experience and those characteristics that we want to preserve. Effective community design and planning combines important spatial considerations of land use and circulation patterns to achieve community beautification, community pride, and quality of life.

Community design issues related to Temecula's recent growth and expansion remain a significant concern. These community design issues include visual compatibility between land uses, preservation of neighborhoods and significant natural features, quality design treatment of existing land uses and new land use concepts, such as mixed-use development, and provision of public improvements and community spaces required for an evolving community. Community design policies and criteria that address these issues can enhance and preserve the community-wide appearance and character of Temecula, as well as improve the quality of life.

PURPOSE OF THE COMMUNITY DESIGN ELEMENT

The Community Design Element addresses physical aspects of Temecula that contribute to the image and character of the natural and built environments. This Element establishes a policy foundation to implement city-wide and focus area design criteria. These policies provide the framework for:

- Overall city image enhancement,
- Preservation and enhancement of districts and neighborhoods,
- Design of public spaces and improvements such as community gathering areas and the streetscape system, and
- Preservation of significant natural features and public viewsheds.



COMMUNITY DESIGN

SCOPE AND CONTENT OF THE COMMUNITY DESIGN ELEMENT

Preparation of a Community Design Element is not required under State law, but the Government Code authorizes cities and counties to adopt additional elements as deemed relevant and necessary. State General Plan Guidelines include community design as a topic providing additional direction to improve the city's development pattern, form, structure, and sense-of-place.

Under State planning law, if a jurisdiction prepares an optional Community Design Element, that element must be consistent with the other General Plan elements. For example, the Land Use, Housing, Circulation, and Conservation/Open Space Elements all address design issues and concerns to a degree. However, the bulk of the policies, programs, and concepts concerning community design are found in this Element.

RELATED PLANS AND PROGRAMS

A number of other plans and programs help to achieve the goals of the Community Design Element. These plans and programs are administered by the City of Temecula and the County of Riverside.

CITY OF TEMECULA CITYWIDE DESIGN GUIDELINES

Temecula's Citywide Design Guidelines provide site planning, architectural design, and landscape design criteria for commercial, industrial, and residential development. The guidelines also establish criteria for unique design characteristics found within specialized development types, such as specific commercial and public uses. The design standards and criteria contained within the guidelines are the primary tool for implementing the policies contained within the Community Design Element.

CITY OF TEMECULA DEVELOPMENT CODE

The Development Code is also an important implementation tool for the Community Design Element. The Development Code includes the City's zoning ordinance provisions, subdivision regulations, environmental review procedures and sign code provisions.

PARKS AND RECREATION AND MULTI-USE TRAILS AND BIKEWAYS MASTER PLANS

The Temecula Parks and Recreation Master Plan and the Multi-Use Trails and Bikeways Master Plan are separate documents from the General Plan. These plans contain important policy aspects that are incorporated into the Conservation/Open Space Element of the General Plan. The linkages recommended for the open space and



park system in Temecula are critical elements of the overall community design goals and policies.

OLD TOWN SPECIFIC PLAN

The Old Town Specific Plan implements the goals and policies of the General Plan within the Old Town Area. Goals, policies and programs relating to the Old Town Area are included in the Land Use, Community Design, and Economic Development Elements of the General Plan.

APPROVED SPECIFIC PLANS

Many areas within the City and planning area are subject to the plans, policies and implementation measures of currently adopted or anticipated future Specific Plans. The purpose of Specific Plans is to provide comprehensive planning of large areas consistent with the General Plan. A Specific Plan area designation is used to identify 25 such areas within the Temecula planning area, which because of size, location, and/or special development opportunities require a coordinated and comprehensive planning approach. In identified Specific Plan areas of 100 or more acres, approval of a Specific Plan is required prior to approval of any discretionary land use entitlement or issuance of any building or grading permit.

*Outdoor
retail/entertainment
venue at the
Promenade Mall
developed under the
Temecula Regional
Center Specific Plan*





COMMUNITY DESIGN PLAN

CITY-WIDE COMMUNITY DESIGN CONCEPTS

At a citywide level, programs and improvements will be pursued that enhance the visual character of Temecula and create a distinct identity. A community design strategy utilizing these programs and improvements provides a framework for Temecula's visual character and distinct identity. This strategy identifies an urban form that is functional, conveys a "sense of place," is aesthetically pleasing, and compliments the natural environmental character of the area. Primary city-wide community design concepts include:

PLANS IN ACTION

The City actively promotes community identity in the development of new projects through the Specific Plan process. This identity is established and implemented in the Citywide Design Guidelines.

- Effective use of open space linkages and corridors of the City to provide connections between activity areas including living, working, and community spaces,
- Establishment of gateways that define corridors and various types of pedestrian and automobile circulation,
- Well-designed distribution and mixture of future land uses,
- Promotion of Temecula's expanding tourist and agribusiness economy related to the region's wineries,
- Preservation of the natural and historical aspects of the community's rural character and viewsheds, and
- Neighborhood compatibility between the character of existing neighborhoods and adjacent proposed non-residential projects.

These concepts comprise the Community Design Plan, illustrated in Figure CD-1. Together, they will provide the improved visual character and identity Temecula desires.

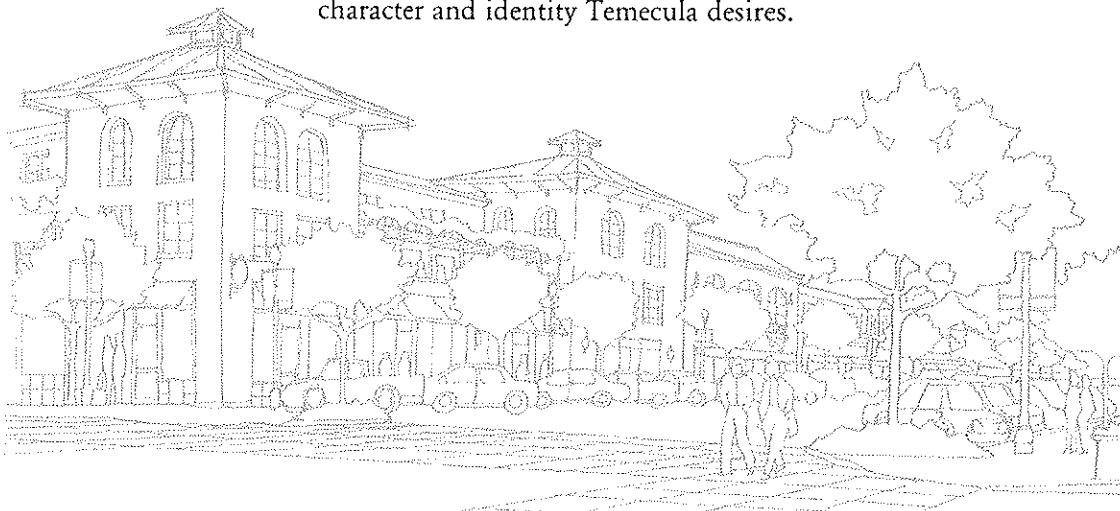
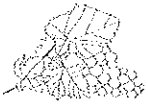


Figure CD-1
Community Design
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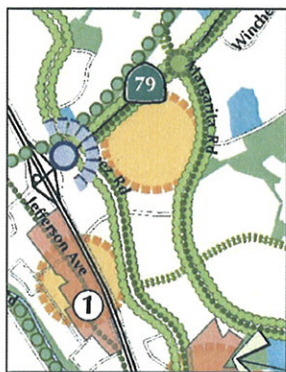
Back Side of 11x17"
Figure CD-1

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STREETSCAPES AND LANDSCAPED CORRIDORS



The Open Space System described within the Open Space/Conservation Element of the General Plan, in combination with the circulation plan, provides the structural framework for linking the community. These links consist of roadways defining major and minor streetscapes, bikeways, trails, and pedestrian corridors that provide access to the activity nodes, as well as to other living and working spaces and public, open space, and recreation facilities. Activity nodes, including major employment centers, commercial centers, and civic spaces, serve as focal points that are interconnected by the open space and circulation linkages. Focal intersections, where major streetscapes converge, also provide identity and character to the urban form.

The landscape character of the community is determined as a result of the design treatment of these open space areas, linkages and corridors. Consideration for the interconnection of open spaces and landscaped corridors should be applied to all development proposals.



Landscaped Corridor



Major Streetscape

GATEWAYS

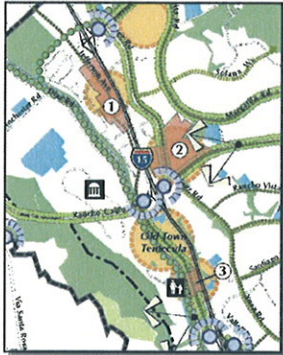


The visual image of the City is expressed through major entry points and the corridors extending throughout the community. The concept of "celebration of entry" is a basic design consideration and has transcended ages of city design. The primary entrances or "gateways" to the City should be clearly defined through monumentation, signage, and extensive landscape design features. The landscape design features should then be extended throughout the City along the major streets and open space corridors. Major streets can be developed as a landscape corridor with a distinctive visual image. These gateways, in concert with the landscaped corridors, also can provide effective buffering and softening in the transition of land uses.





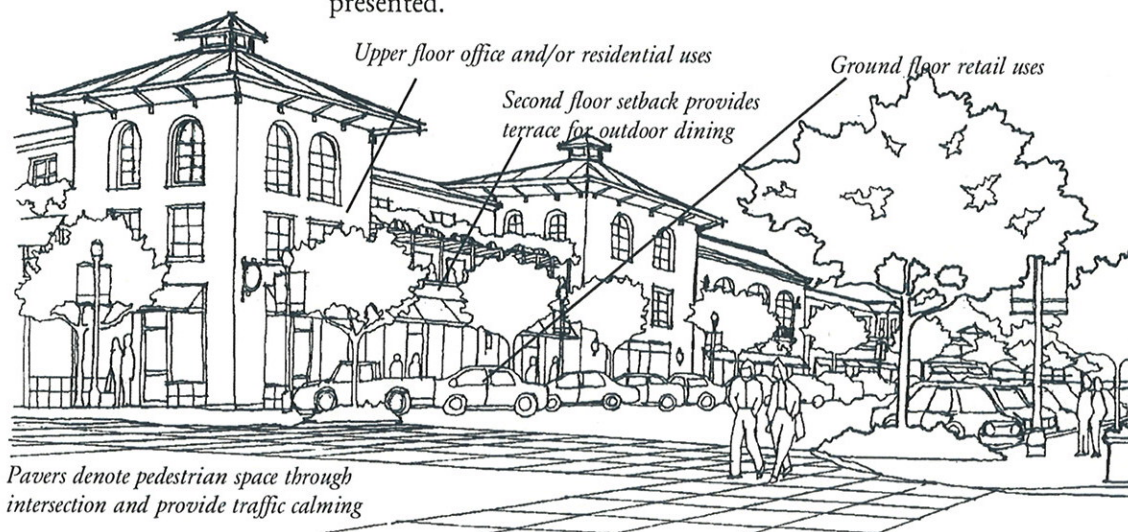
MIXED USE DESIGN CONCEPT

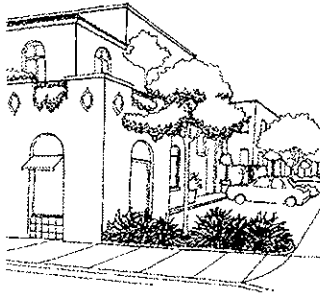


The Land Use Element describes the concept of mixed use development taking place in several projected Mixed Use Overlay Areas. The intent of the following Mixed Use Design Concept is to provide opportunities for development of mixtures of commercial and residential uses that minimize vehicular circulation trips, avoid sprawling commercial development, and offer incentives for high quality community design. While these mixed use areas may develop with different criteria, regulations, and visual themes, there are certain common elements that should be addressed. The following discussion illustrates these common considerations, or what could be described as the "palette" of design concepts for mixed use development. Many of these design concepts are also applicable to development projects outside the mixed use areas. The development of beneficial mixtures of uses, shared parking facilities, and pedestrian-oriented design are examples of the concepts that should be encouraged throughout the community.

LAND USES

Mixed use development consists of different types of land uses blended together. While commercial/retail may be the primary land use, mixed use areas will also provide additional employment opportunities such as offices and commercial services, as well as residential opportunities. Community meeting centers may be included for private or public activities. These mixtures of land uses may be in separate structures or combined within a single building. One possibility is to have retail use on the ground floor level, with office and/or residential uses on the upper levels. Also, studies have demonstrated that civic or public uses and transit accessibility greatly improve the success of mixed use development and will be incorporated in these projects when an opportunity is presented.





*Second floor is setback to
provide articulation and
visual interest*

BUILDING SCALE AND DESIGN

Mixed use areas are not intended to be developed suburban shopping centers or strip commercial developments. The mixture of uses, concentration of activities, and height and scale of structures may be greater than that found in typical shopping plazas. Multi-story structures beyond two stories may be appropriate. By increasing the scale and height of buildings, the ground floor area is then made available for open space, plazas and increased pedestrian uses. These increases would allow for more innovation in architectural and landscape design.

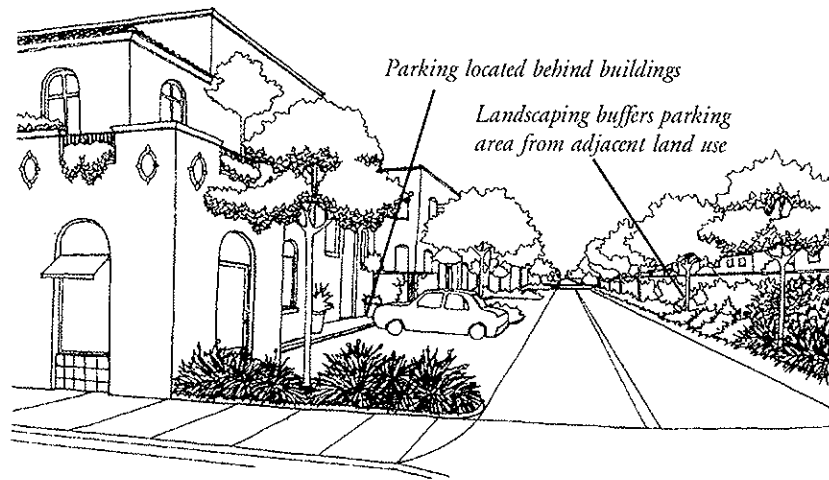
INCREASED BUILDING HEIGHT

Increasing the height of buildings in the Mixed Use Overlay Areas will allow for potential increases in both commercial and residential development. The allowable height increases in the mixed use areas should be designed to not adversely impact surrounding low density residential areas. If mixed use abuts a single-family area, new development should be stepped back and reduced in height to remain sensitive to the scale of the adjacent residential neighborhood. In addition, the increased development would improve the feasibility of mass transit service options for the mixed use areas. By allowing the possibility of workforce housing in the mixed use areas, opportunities for diverse housing types can be increased, consistent with the City's Housing Element objectives.

PARKING DESIGN

Treatment of parking areas is a fundamental element in achieving effective design of any project. Parking facilities in mixed use areas should not be the dominant visual image of the project. Vast expanses of paving for parking in front of buildings are not aesthetically pleasing.

The mixture of uses and potential development in these areas creates opportunities for creative parking approaches. Efforts should be made to minimize the number of required parking spaces through shared parking where adjacent uses create parking demand at different time periods. Joint parking facilities should also be encouraged to avoid proliferation of parking lots. Subterranean parking/parking structures should also be encouraged. Surface parking areas should be oriented internal to the mixed use area rather than on the perimeter of the development, as is typically seen in suburban shopping and strip malls. Commercial patron and resident parking should be separated or differentiated when needed.



INCENTIVES FOR HIGH QUALITY INNOVATIVE DESIGNS

PLANS IN ACTION

The City encourages design excellence in site planning, architecture, landscape architecture, and signs within new development in commercial and residential areas through the Specific Plan process and ongoing updates and implementation of the Citywide Design Guidelines.

Planned developments within the Mixed Use Overlay Areas will be implemented through discretionary permitting procedures established by the City. High quality, well-integrated design will be considered to be a minimum requirement for development approval. While the City development approval procedures, as well as the Citywide Design Guidelines, provide requirements for acceptable design, the City desires to encourage the highest quality of building and site design.

Development in the mixed use areas can receive consideration for increased floor area ratios and building heights for commercial development and increased residential densities for projects that meet some of the following criteria:

- Efforts are made to encourage mixtures of land uses (e.g., residential uses that will result in decreased traffic generation from the project);
- Private efforts are made to incorporate transit systems within or serving the project, such as, local jitney services, shuttle loops, or non-motorized vehicle trails within the project areas;
- Special landscape design improvements are included, such as: streetscape design in the public right of way, pedestrian plazas and courtyards, sidewalk cafes, and overall landscape design of the project's open space;
- Opportunities are created to provide affordable housing; or
- Public park facilities, pedestrian connections and easements, and/or bicycle routes are provided that complement the open space links between activity centers and other mixed use areas.

PEDESTRIAN-ORIENTED DESIGN

Significant effort should be placed upon encouraging site planning and design in commercial and business areas that is sensitive to the needs of the pedestrian. Typically, commercial development has emphasized the automobile rather than the needs of pedestrians. Building design can more effectively serve pedestrian needs through architecture that provides relief, and articulation at the first floor level. Retail uses at this level can provide streetscape contiguity amenable to the pedestrian. Continuous expanses of blank walls or sharp unbroken vertical surfaces create an uncomfortable atmosphere for the pedestrian. Components that further pedestrian-oriented design include the following:

PEDESTRIAN CIRCULATION

Site planning for commercial areas should carefully consider the relationship between parking areas and pedestrian circulation patterns. Pedestrian areas should be linked whenever



Pedestrian Corridor

possible to the community open space and multi-use trail system to facilitate travel by walking, biking or other non-motorized means.



BUILDING FACADES

The design of building facades should be architecturally interesting and in scale with the pedestrian. Ground floor elevations should avoid large blank walls, and windows and entrances should be located at frequent intervals. Large wall surfaces should be divided by offsets to create distinctive shadow lines. The linear pedestrian linkage of building facades along major streets should not be disrupted.

STREETSCAPE DESIGN

Design of streetscape is another factor contributing to the needs of the pedestrian. The effective design of the streetscape along exterior streets, as well as interior streets is essential for the creation of a convenient pedestrian environment. Continuity in landscape design, placement of street furniture, sitting areas, and use of interesting paving patterns and lighting are factors to be considered in streetscape design.





PEDESTRIAN PLAZAS

Pedestrian plazas that are effectively placed within a commercial development can be pleasant spaces for resting or having lunch between shopping trips or errands. Employees should have convenient access to places for lunch breaks. Placement of pedestrian plazas must be carefully planned to assure their most effective use. For this reason, consideration must be given to the location of plazas relative to pedestrian circulation patterns, sunlight conditions, wind patterns and the selection of building and landscape materials.



PUBLIC ART

Public art can help create a sense of place and a unique identity for neighborhoods and areas of pedestrian orientation, as well as the community as a whole. The City encourages the provision of public art, such as murals, mosaics, fountains, and sculpture into public and private projects. In some instances, such as projects that are located at the primary gateways to the community, public art will be a required component of project design. Specific Plan areas should have specific public art and design recommendations. As projects are proposed in these Specific Plan areas, the public art and design components of the projects will be subject to the review and approval of the City.

The City will also strive to include public art within all public projects and open space and recreation areas.

ORGANIZATION OF ACTIVITIES

PLANS IN ACTION

Annual events that the City participates in and/or sponsors include the Arts in the Country Festival, the Bluegrass Festival, the Balloon and Wine Festival, the Children's Art and Music Festival, and the International Film and Music Festival.

The most important element in creating viable pedestrian spaces has to do with how the space supports its own use and not the actual physical design of the space. If a space is to be conducive to pedestrian activity, there must be opportunities for pedestrian events and activities. Therefore, efforts to plan and organize festivals, events, special sidewalk sales, entertainment and cultural displays should be made to help create desired pedestrian activity. Private marketing efforts should be encouraged to promote these types of community events.





SIGNS



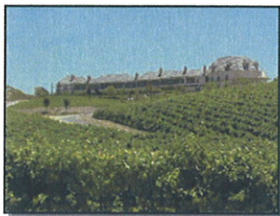
A comprehensive sign program applicable to all land uses has been established in Temecula's Development Code. However, further design considerations pertaining to mixed use developments should include, at a minimum, two levels of signage. First, a minimum number of signs should announce the identity of the mixed use development. At the second level, a common identification sign could locate the individual tenants within the development. Materials for signs should be uniform through the project area.

Signs should also be designed at a scale that is not overpowering from the pedestrian's perspective. For example, small signs with a unique texture, shape, or interesting features can be more effective than large, massive or glaring signs.

TRANSIT ALTERNATIVES/OPTIONS

One of the primary objectives of village centers and mixed use developments is the creation of density thresholds and a mixture of uses that can support links between centers with mass transit. Types of mass transit could range from a simple taxi or loop shuttle system connecting to regional bus routes in the short term, to future regional high speed rail transit along the I-15 corridor.

AGRI-TOURISM



PLANS IN ACTION

The City actively participates in and sponsors programs and events to encourage tourism in Temecula. These efforts include coordination with the Temecula Valley Chamber of Commerce and the Temecula Valley Vintner's Association to increase Temecula's tourist base.

Temecula Valley wineries and other agri-tourism businesses have greatly increased the City's potential for tourist visits. Other tourist commercial activities that add to the City's character and identity include hot air ballooning, Old Town Temecula, and the Pechanga Entertainment Center. Design considerations for these businesses will also enhance the local economic base.

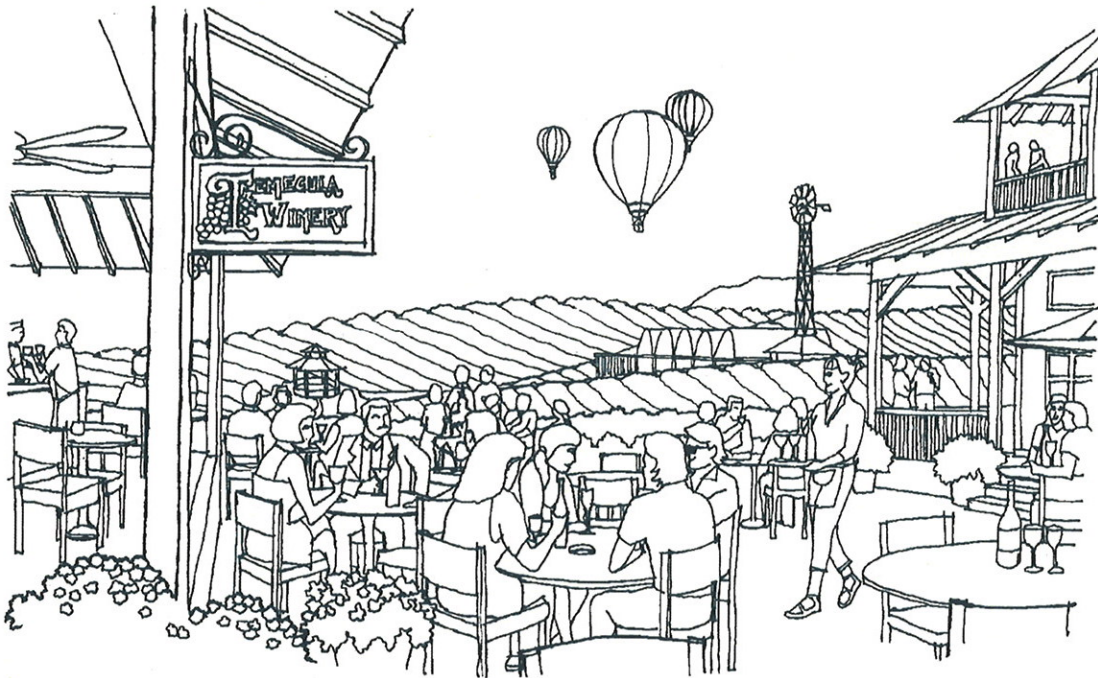


Key considerations in the planning and design of these tourist commercial projects should be incorporated within the Citywide Design Guidelines and include the following:

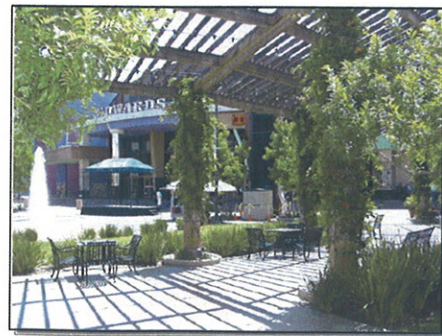
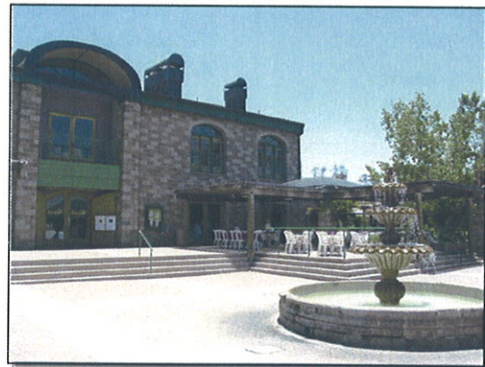




COMMUNITY DESIGN



- Regional access and design of mass transit nodes should be taken into consideration in the site planning of new projects.
- Proposed wineries and their related uses including restaurants, cafes, and retail shops, should be compatible in building scale and mass to existing development and should reflect the rural character of the agricultural areas with their placement set back from the street.
- Landscaping that incorporates native plant materials along with agricultural plants are a key element in the design of the project.



RURAL DEVELOPMENT CHARACTER



While the City of Temecula has experienced substantial development since its incorporation, there remain specific areas of the community that have retained their original rural residential character. The Land Use Element defines several of these areas as Rural Preservation Areas (RPAs). As the City refines development and engineering standards, such standards should be tailored in RPAs to preserve the rural character as well as to protect public safety. While most community standards are appropriate for urbanized areas, rural residential areas may require modified zoning regulations and engineering/public improvement standards. Such standards should also focus on maintaining the rural character and achieving a gradual transition between rural areas and suburban/urban development. This transition, accomplished through the use of open space buffers and other techniques, is important to ensuring compatibility between land uses. The methods identified below should be incorporated within the Development Code, and applied.

- Reductions to the minimum width of roadways and of street lighting requirements.
- Modifications to road design standards including: elimination of vertical curbs, paved gutters, and sidewalks (alternative drainage techniques may be considered if adequate drainage conditions are provided).
- Provision of open space and recreation buffers, increased setbacks, landscape screening, and sensitive site planning should be considered in the design of commercial and employment uses, and higher density residential projects. Similar product types and a step back in heights may also be appropriate for new residential projects adjacent to large lot residential areas.
- Where rural residential areas are near or adjacent to commercial or employment uses, site and building design should minimize the intrusion of light, glare and traffic noise.





VIEWSHEDS



Temecula's location and natural setting provide opportunities for spectacular views of local agriculture and the rolling hills of southern, eastern and western areas, as well as Murrieta and Temecula Creeks. People traveling on regional roadways such as Interstate 15 and Highway 79 also have direct views into the City. With Temecula's recent rapid growth and development, the City needs to ensure the preservation of viewsheds.

In order to preserve public views of significant natural resources, all new public and private development projects will be reviewed to ensure that they will not obstruct public views of scenic resources, such as the hillsides, prominent western and southern ridgelines, scenic roads, or significant open space areas. During review of projects, the Community Development Department may require site redesign or place height limits on projects that would have the potential to block views. New projects will also be reviewed to ensure that the proposed landscaping and tree planting will not detract from the views of significant natural resources, including the western and southern ridgelines.

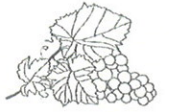


NEIGHBORHOOD COMPATIBILITY



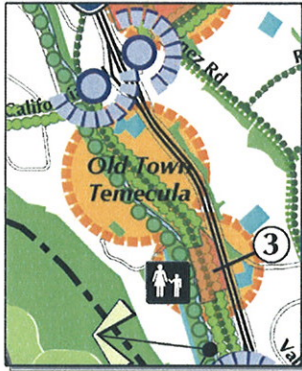
Special attention has been given in the General Plan to the interface between rural residential and urban development. The compatibility between the character of single-family neighborhoods and adjacent commercial projects is also an important consideration within the community. Key considerations in the planning and design of projects adjacent to single-family neighborhoods include the following:

- Proposed land use densities should provide a density transition or buffer to improve compatibility with adjacent neighborhoods.
- Proposed projects should be designed in terms of height, architectural style, bulk, location of parking, and vehicular and non-vehicular access, to be compatible with surrounding neighborhoods.
- The design of commercial and office projects should allow for convenient non-vehicular access to adjacent neighborhoods, to the extent feasible.

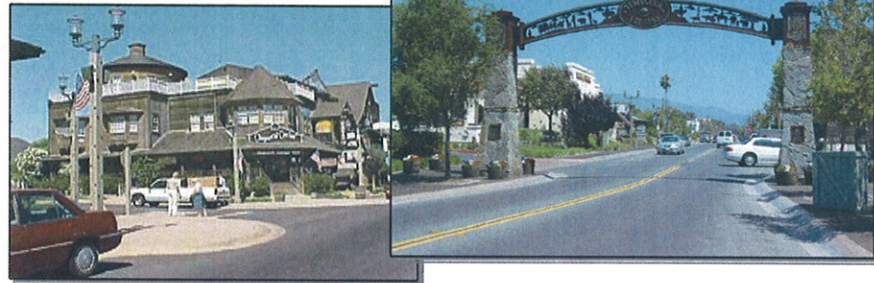


AREA DESIGN CONCEPTS

OLD TOWN TEMECULA



Old Town Temecula represents a great opportunity for the City to preserve its heritage while promoting local tourism. The Old Town area is recognized as the heart of the City and a separate Specific Plan has been prepared for the area. While the area no longer functions as a "Town Center" or "Downtown," many of the attributes of Old Town help to establish the area as a special place within the City of Temecula. The placement of additional civic and cultural uses in Old Town would help revitalize and restore the area.



TREATMENT OF OFFICE/ COMMERCIAL AREAS ADJACENT TO SR 79 SOUTH

The Land Use Element designates areas adjacent to SR-79 South for professional office development with limited retail convenience services. Special design considerations are necessary to ensure that office development is compatible with adjoining residential areas and also creates an attractive visual image from the street. Key considerations in the planning and design of these areas should include the following:



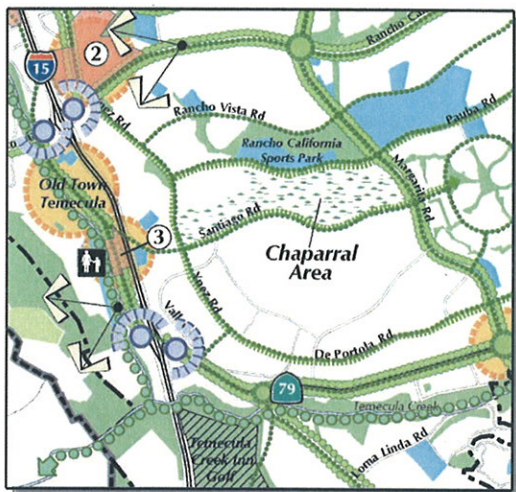
- A garden office atmosphere should be created.
- Building scale should be compatible with adjacent residential buildings.
- Extensive landscaping should be provided along frontages adjacent to the roadways.
- Screening and landscaping are to be required adjacent to residential areas.
- Parking lots should be oriented to the side or rear of the Office/Commercial area in order to preserve landscaped front yard setbacks.



- Curb cuts to Highway 79 should be minimized. Consider internal circulation roads and common access points as alternatives to providing direct access from each lot.

CHAPARRAL AREA

The Chaparral Area is characterized by moderately sloped hillsides above dry washbeds. Existing development consists of segmented lot patterns of varying sizes. This area provides an opportunity to transition down from the larger lots found in the Los Ranchitos and Santiago Estates areas to the south and west. Special development considerations are necessary to assure development does not exceed the carrying capacity of the area, while still providing appropriate transition of density. The following development requirements apply within the Chaparral Area:



LOT SIZE

- To assure a better transition from adjacent areas, lots adjacent to Santiago Road shall have a minimum lot size of 1.75 acres.
- All other lots shall have a minimum lot size of 1.0 net acres.

- All project approvals shall include conditions of approval and requirements to ensure the long term protection and maintenance of open space and riverine/riparian areas.

DEVELOPMENT STANDARDS

- Projects shall incorporate and support, to the maximum extent feasible, an internal road network intended to minimize internal vehicle trips using, and vehicular turning movement conflicts along, Ynez Road.
- As part of the design review process, all future developments shall provide trail right-of-way dedications and/or easements for, as well as construct or agree to fund the future construction of, the approved citywide trail network in and adjacent to a particular development project.
- Proposed building pads, driveways and septic-leach field locations shall be shown on the tentative map.
- A written statement (Form SAN 53) from the Health Officer of Riverside County Department of Environmental Health shall be



provided stating the type of sewage disposal that will be permitted for the proposed lots.

- All drainage areas will remain natural (no undergrounding or placement in v-ditches). Use of energy dissipators, retention basins or desilting basins, will be permitted as deemed necessary by the Director of Public Works.
- Joint access and driveways shall be required to the greatest extent possible to reduce impacts.
- Residences should be designed using alternative foundation techniques to maintain the existing topography to the greatest extent possible. Rather than using extensive grading to create flat building areas, stepped and pier and beam foundations shall be encouraged. Retaining walls interior to the structure are encouraged over stem walls along the exterior face of the structure.
- No graded slope shall exceed a 2:1 gradient. The maximum vertical height of graded slopes over a 3:1 gradient shall be 10 feet.
- Where grading occurs, finished slopes should be contoured with land form grading, rather than a formal engineered look.
- Retaining walls shall be discouraged to the greatest extent possible, particularly between a structure and the public view. Crib walls or similar structures, shall be used in-lieu of retaining shrubs and vines. Where retaining walls are used and visible from the public view, the wall shall be colored block or color coated to match the natural earth tone of the area or planted with appropriate vines.
- Subdivisions shall include design guidelines that address grading, architectural styles, details and materials, color palettes, landscaping, irrigation, walls and fencing, and other items deemed appropriate by the Director of Planning
- Roadways and driveways shall be limited to a maximum grade of 15 percent.

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CONSTRAINTS

- Constraint Areas are recognized as having the following characteristics:
 - Areas within natural drainage courses.
 - Areas with sensitive biological resources as identified or referenced in the General Plan, Multi-Species Habitat Conservation Plan or site specific study.

The Land Use Element designates the Chaparral Area as Low Residential, however, much of the Chaparral Area is inappropriate for development of half-acre lots. The Development Code implements the Low Residential designation through two zoning districts. These districts have different development standards, such as half-acre and one-acre minimum lot sizes. Much of the Chaparral Area is zoned for the larger one-acre lot size.

GOALS AND POLICIES

Temecula's Community Design goals and policies address seven issues: 1) City image enhancement, 2) design excellence; 3) district/neighborhood preservation and enhancement, 4) streetscape system enhancement, 5) public views of significant natural features, 6) public spaces/resources, and 7) community gathering areas.

CITY IMAGE ENHANCEMENT

Land use and development decisions should make the most of the natural assets of a given location. Preserving the remaining hillsides and ridge lines found in the City and surrounding areas is important to many residents and results in a more enjoyable and satisfying urban environment.

The transition between the urbanized areas and rural areas is particularly important in creating a cohesive image of the community. There is a need for hillside development standards to encourage innovative site and building design, to enhance the visual quality of development, and to preserve significant natural features or special habitat areas. The City also has the opportunity to enhance links between parks, water features and other open space lands.



Goal 1	Enhancement of the City's image related to its regional and natural setting and its tourist orientation.
Policy 1.1	Develop a comprehensive system of trails and open space areas connecting schools, public recreation areas, residential areas, and commercial centers.
Policy 1.2	Apply requirements of the Old Town Specific Plan to all new construction as well as to the rehabilitation of structures in the Old Town Area.
Policy 1.3	Develop design standards to enhance the visual character of commercial centers located adjacent to I-15.
Policy 1.4	Promote community identity by providing specially designed gateway signs and landscape enhancements at the primary entrances to the City.
Policy 1.5	Maintain and incorporate natural amenities such as: rock outcroppings, indigenous vegetation, streams and watercourses within proposed development projects.
Policy 1.6	Promote continuity throughout the community through design elements that maintain rustic and historic characteristics, and emphasize the agricultural significance of Temecula.

**DESIGN
EXCELLENCE**

Commercial and residential areas in Temecula need strong design coordination, improved circulation links, open space links, outdoor pedestrian spaces, and a greater emphasis on quality architecture and landscape design.

Goal 2	Design excellence in site planning, architecture, landscape architecture and signs.
Policy 2.1	Establish and consistently apply design standards and guidelines for both residential and non-residential development.
Policy 2.2	Require preparation of Specific Plans to promote cohesive and integrated patterns of development for large undeveloped areas.



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- Policy 2.3 Provide development standards ensuring higher quality building and site design that is well integrated with the infrastructure and circulation systems.
- Policy 2.4 Formulate flexible design standards for commercial development that enhances special identity and visual character.
- Policy 2.5 Limit light and glare pollution through design standards for outdoor lighting, the use of low intensity lights, and lighting that supports the continued use of the Mt. Palomar Observatory.
- Policy 2.6 Enhance the visual identity of commercial districts.
- Policy 2.7 Establish a program to encourage and oversee the placement of art in public and community places.
- Policy 2.8 Encourage the use of public art at key intersections, and in public gathering areas to enhance the appearance and character of the community.
- Policy 2.9 Establish rehabilitation programs for older commercial centers to prevent blight and maintain the quality of the built environment.

DISTRICT/
NEIGHBORHOOD
PRESERVATION
AND
ENHANCEMENT

The preservation of the character of the single-family neighborhoods and protection of these neighborhoods from intrusions that are "out of scale" or contain incompatible land uses is important to maintaining the quality of the built environment.

Goal 3 Preservation and enhancement of the positive qualities of individual districts or neighborhoods.

- Policy 3.1 Improve the appearance of neighborhood areas and neighborhood edges through landscaping, location of open space buffers, and special landscape features.
- Policy 3.2 Preserve the scale and character of residential development by creating appropriate transitions between lower density and rural areas, and higher density development.



STREETSCAPE
SYSTEM
ENHANCEMENT

Policy 3.3 Encourage the use of creative landscape design to create visual interest and reduce conflicts between different land uses.

Policy 3.4 Improve the pedestrian orientation, convenience and safety of commercial centers through the provision of pedestrian amenities such as benches, plaza areas, information kiosks and other street furniture, and through careful site planning and architectural design.

A unified streetscape system provides a special identity for a community. If landscape amenities within the City are coordinated through a carefully planned streetscape program, the effect is a positive image that shows the City cares about its image and character.

Goal 4 A streetscape system that provides cohesiveness and enhances community image.

Policy 4.1 Promote the development of a continuous sidewalk and trail system throughout the City.

Policy 4.2 Establish a comprehensive streetscape program for the major streets in the City, including unified landscaping, lighting, paving patterns, and other public improvements.

Policy 4.3 Encourage variety in the design of sidewalks and trails, with respect to alignment and surface materials and separating sidewalks from the curb along arterial streets to provide a convenient and enjoyable experience for pedestrians.

Policy 4.4 Where feasible, require the provision of landscaped parkways between roads and sidewalks.

Policy 4.5 Arterial roads should be designed as landscaped parkways that serve as unifying urban design elements.

Policy 4.6 Encourage the use of drought tolerant landscape materials that are easy to maintain and are recommended in the Landscape Standards of the Development Code.



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**PUBLIC VIEWS
OF SIGNIFICANT
NATURAL
FEATURES**

Policy 4.7 Establish and enforce weed abatement programs on undeveloped properties and along major arterials.

Policy 4.8 Work with Caltrans to implement a freeway and interchange landscaping and planting program to improve the appearance of the community. This program should incorporate appropriate native and drought tolerant species.

One of Temecula's most important resources is its environmental setting. Situated in the Temecula Valley, surrounded by rolling hills and along Murrieta and Temecula Creeks, the community desires to protect and enhance views to and from these natural features.

Goal 5	Protection of public views of significant natural features.
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Policy 5.1 Work with the County of Riverside to protect surrounding hillside areas from inappropriate grading and development that affects the visual backdrop of the valley.

Policy 5.2 Retain critical escarpment and major hillside areas to preserve open space areas on the west and south edges of the City.

Policy 5.3 Establish a program to acquire, or permanently protect, critical hillside areas from development.

Policy 5.4 Require the use of native plant materials when revegetating open space areas.

Policy 5.5 Require re-vegetation and maintenance of graded slope areas.

Policy 5.6 Promote and implement underground utilities (cable, power, etc.) where feasible.

**PUBLIC SPACE/
RESOURCES**

Temecula has an outstanding climate for outside activities. Pedestrian spaces, sitting areas, plazas, and outdoor restaurants should be considered as a part of commercial development projects to take advantage of these opportunities. A critical aspect of the provision of public spaces is the commitment to provide necessary public services to ensure ongoing maintenance of the facilities.



COMMUNITY
GATHERING
AREAS

Goal 6	Maintain and enhance public spaces and resources within the City.
Policy 6.1	Provide site furniture in areas with high pedestrian activity and provide for shade trees in pedestrian and plaza areas.
Policy 6.2	Enhance the pedestrian-orientation of the City's public spaces.
Policy 6.3	Assure that operating and maintenance costs are adequately provided for public facilities.
Policy 6.4	Promote use of public art in public spaces, specifically open space areas and entry points throughout the City.
	Project designs should encourage pedestrian activities and provide public plazas and open spaces promoting social interaction and greater civic identity. Concentrating commercial, office, public, and recreational uses together will create activity centers within the community that improve upon Temecula's sense of place.
Goal 7	Community gathering areas which provide for the social, civic, cultural and recreational needs of the community.
Policy 7.1	Encourage public spaces and plazas within commercial developments that can accommodate cultural and social events and function as community gathering areas.
Policy 7.2	Encourage multi-purpose facilities within commercial developments that may be leased for a variety of public and private events.
Policy 7.3	Encourage a range of uses within commercial developments that provide for both day and evening activities.
Policy 7.4	Encourage common areas and facilities within residential developments to provide gathering areas for social and recreational activities.
Policy 7.5	Encourage employee lunch areas within industrial/business park facilities.



COMMUNITY DESIGN

- Policy 7.6 Promote provision of cultural facilities within the community including: art museums, theaters, performing art centers, outdoor amphitheaters, special cultural exhibitions, and public art.
- Policy 7.7 Develop a civic center site that will create a community focal point and facilitate community functions.
- Policy 7.8 Encourage the development of public gathering spaces in commercial centers and include centrally-located public gathering and activity areas in shopping centers and office complexes. These gathering areas can include plazas and sidewalk cafes and need to be located adjacent to businesses whose patrons would use the spaces. (Examples of these businesses can include: delicatessens, restaurants, coffee houses, newspaper stands, and book stores.)

IMPLEMENTATION PROGRAMS

This Implementation Program provides actions to implement the adopted policies and plans identified in the Community Design Element.

CD-1 CITY IMAGE ENHANCEMENT

Create entrances to the City that announce arrival and define pedestrian, bike, automobile, and transit circulation at the major gateways identified on Figure CD-1.

Agency/Department: Planning
Related Policies: 1.1, 1.4, 4.1, 4.2

CD-2 UPDATE CITYWIDE DESIGN GUIDELINES AND DEVELOPMENT CODE

Update the Citywide Design Guidelines and Development Code to include new design criteria for public gathering spaces, tourist commercial uses, rural development character, viewshed protection and preservation, and additional policies for mixed use development and transit oriented development as needed. New design criteria should also include landscape standards that provide open space buffers and other appropriate transitions between lower density, single-family neighborhoods and higher density development, as well as standards for the provision of community gathering spaces within private development.



Agency/Department: Planning
Related Policies: 1.3, 1.5, 2.1, 2.3, 2.4, 2.5, 3.1, 3.2, 3.3, 3.5,
4.7, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9

CD-3
PUBLIC ART
PROGRAM

Establish a public art program and funding source for the installation of public art within new development proposals and in public spaces and gathering areas.

Agency/Department: Community Services, Planning
Related Policies: 2.7, 2.8, 6.4, 7.6

CD-4
COMPREHENSIVE
STREETSCAPE
IMPROVEMENT
PROGRAMS

Develop a Streetscape Improvement Program for major and minor streetscapes, pedestrian corridors and linkages, and bikeways and trails that includes unified lighting, paving materials, and patterns, provision of public art, and landscaping such as street trees, median/slope planting, and landscape parkways.

Agency/Department: Planning, Community Services
Related Policies: 2.6, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9

CD-5
PEDESTRIAN-
ORIENTED
STREETS

Work with the Public Works Department to provide for pedestrian amenities such as street furniture, trash receptacles, bike racks, landscaping, information kiosks, pedestrian-scaled light-poles, flag banners and directional and wayfinding signs to create pedestrian-oriented streets.

Work with Public Works Department to include landscaping plans and design features in accordance with new design standards for sidewalks, landscaped parkways, and trails in all public improvement plans for the City. Through the Specific Plan process and Development/Impact fees, require development projects to provide for pedestrian amenities in concordance with the adopted Streetscape Improvement Program as applicable to the individual project.

Agency/Department: Planning
Related Policies: 3.4, 4.3, 6.1



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CD-6
VIEWSHED
PRESERVATION

Establish a program to acquire, or permanently protect, critical hillside areas from development, including critical escarpment and major hillside areas on the west and south edges of the City. This should include working with the County of Riverside to protect surrounding hillside areas from inappropriate grading and development.

Agency/Department: Planning
Related Policies: 5.1, 5.2, 5.3
